



PIZZA SALES REPORT USING SQL



INTRODUCTION

This analysis focuses on understanding pizza sales trends, identifying popular pizzas, and determining the busiest hours at Pizza Hut. The analysis is based on four key datasets: Pizza, Pizza Types, Orders, and Order Details. By leveraging SQL queries, several business questions are answered to derive meaningful insights that can guide strategic decisions , Queries are :



TOTAL NUMBER OF ORDERS PLACED

- `SELECT COUNT(*) as total_orders FROM pizzahut.orders;`

	total_orders
▶	21350

TOTAL REVENUE GENERATED BY PIZZA SALES

```
• SELECT round(SUM(orders_details.quantity * pizzas.price),2) AS Revenue  
FROM pizzas  
JOIN orders_details ON orders_details.pizza_id = pizzas.pizza_id;
```

	Revenue
▶	817860.05

HIGHEST PRICED PIZZA IN PIZZA HUT

```
select pizza_types.name , pizzas.price  
from pizzas  
join pizza_types on pizza_types.pizza_type_id=pizzas.pizza_type_id  
order by pizzas.price desc limit 1;
```

	name	price
▶	The Greek Pizza	35.95



SALES AS PER PIZZA SIZE

```
select pizzas.size, count(orders_details.order_details_id) as total  
from pizzas  
join orders_details on orders_details.pizza_id=pizzas.pizza_id  
group by pizzas.size  
order by total desc;
```

	size	total
	L	18526
	M	15385
	S	14137
	XL	544
	XXL	28



TOP 5 ORDERED PIZZA TYPES WITH QUANTITIES

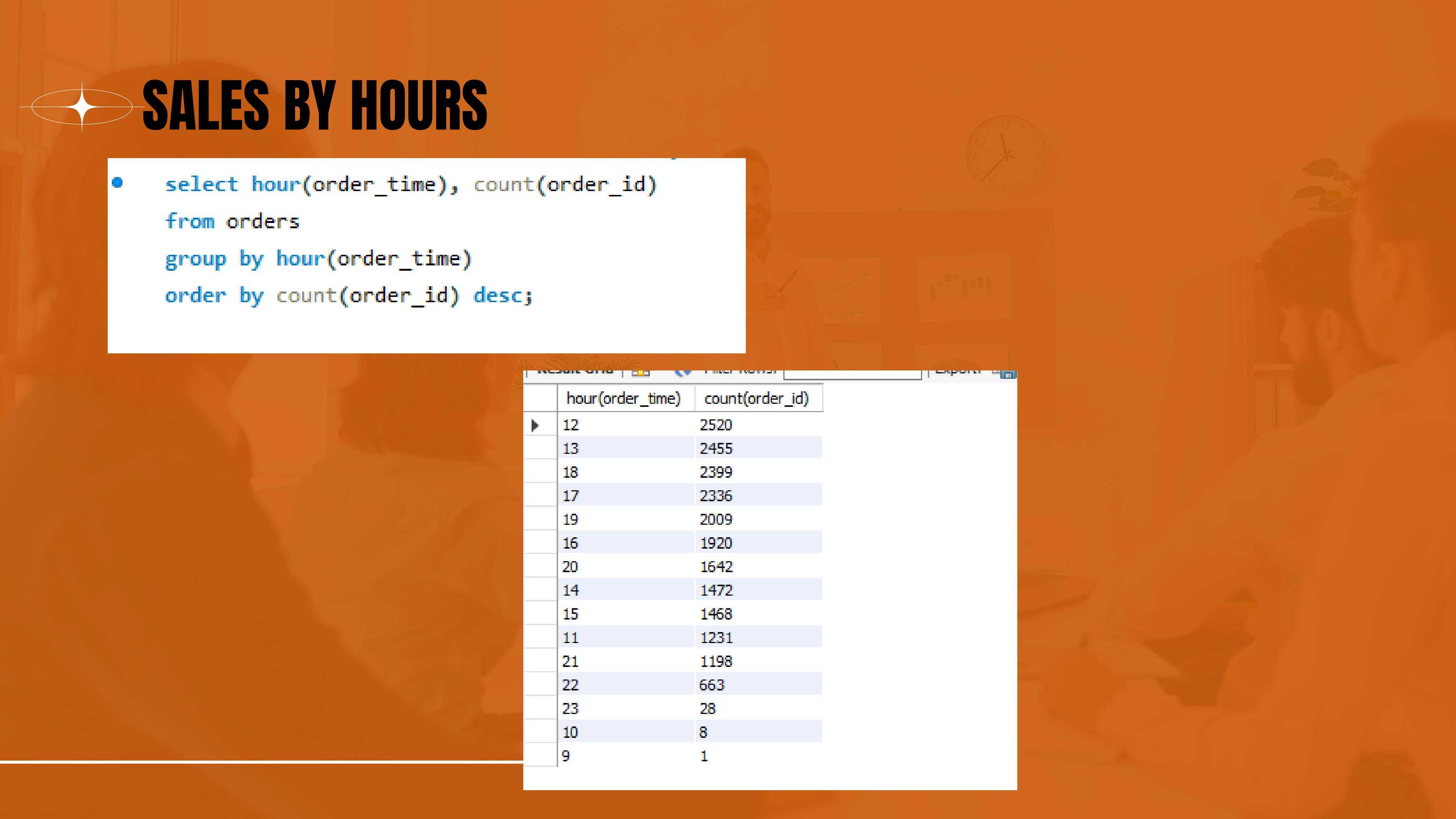
- ```
select pizza_types.name, SUM(orders_details.quantity) as total_quantity
from pizza_types
join pizzas on pizza_types.pizza_type_id=pizzas.pizza_type_id
join orders_details on orders_details.pizza_id=pizzas.pizza_id
group by pizza_types.name
order by total_quantity desc limit 5;
```

|   | name                       | total_quantity |
|---|----------------------------|----------------|
| ▶ | The Classic Deluxe Pizza   | 2453           |
|   | The Barbecue Chicken Pizza | 2432           |
|   | The Hawaiian Pizza         | 2422           |
|   | The Pepperoni Pizza        | 2418           |
|   | The Thai Chicken Pizza     | 2371           |



# SALES BY HOURS

- ```
select hour(order_time), count(order_id)
from orders
group by hour(order_time)
order by count(order_id) desc;
```



	hour(order_time)	count(order_id)
▶	12	2520
	13	2455
	18	2399
	17	2336
	19	2009
	16	1920
	20	1642
	14	1472
	15	1468
	11	1231
	21	1198
	22	663
	23	28
	10	8
	9	1



CATEGORY WISE DISTRIBUTION OF PIZZAS

```
select category, count(name) as total_pizzas  
from pizza_types  
group by category;
```

	category	total_pizzas
▶	Chicken	6
	Classic	8
	Supreme	9
	Veggie	9



AVERAGAE NUMBER OF PIZZAS ORDERED PER DAY

```
select avg(quantity) from
(select orders.order_date , sum(orders_details.quantity) as quantity
from orders
join orders_details
on orders_details.order_id=orders.order_id
group by orders.order_date ) as order_quantity ;
```

	avg(quantity)
▶	138.4749



3 TOP PIZZA TYPES BY REVENUE

- ```
select pizza_types.name, sum(orders_details.quantity*pizzas.price) as revenue
from pizza_types
join pizzas on pizzas.pizza_type_id=pizza_types.pizza_type_id
join orders_details on orders_details.pizza_id=pizzas.pizza_id
group by pizza_types.name
order by revenue desc limit 3;
```



|   | name                         | revenue  |
|---|------------------------------|----------|
| ▶ | The Thai Chicken Pizza       | 43434.25 |
|   | The Barbecue Chicken Pizza   | 42768    |
|   | The California Chicken Pizza | 41409.5  |

# PERCENTAGE OF CONTRIBUTION OF PIZZA TYPES IN REVENUE

```
select pizza_types.category, round(sum(orders_details.quantity*pizzas.price) / (select
 round(sum(orders_details.quantity*pizzas.price),0) as total_sales
 from orders_details join pizzas
 on pizzas.pizza_id=orders_details.pizza_id)*100,2) as revenue_percentage

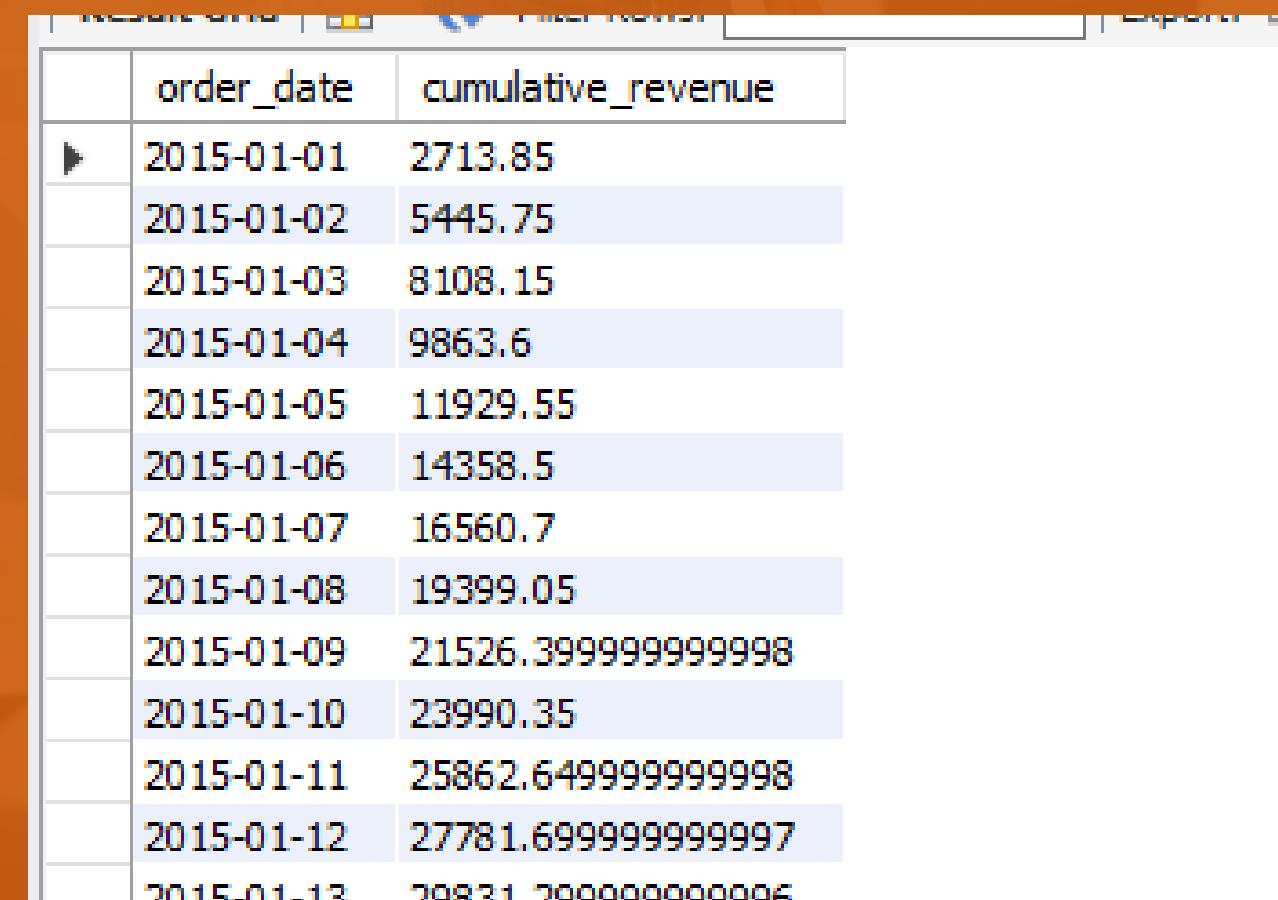
from pizza_types
join pizzas on pizzas.pizza_type_id=pizza_types.pizza_type_id
join orders_details on orders_details.pizza_id=pizzas.pizza_id
group by pizza_types.category;
```

|   | category | revenue_percentage |
|---|----------|--------------------|
| ▶ | Classic  | 26.91              |
|   | Veggie   | 23.68              |
|   | Supreme  | 25.46              |
|   | Chicken  | 23.96              |



# COMMULATIVE REVENUE GENERATED OVER TIME

```
select order_date,
 sum(revenue) over(order by order_date) as cumulative_revenue
 from
 (select orders.order_date,round(sum(orders_details.quantity * pizzas.price),2) as revenue
 from orders_details join pizzas
 on orders_details.pizza_id=pizzas.pizza_id
 join orders on orders.order_id=orders_details.order_id
 group by orders.order_date) as sales ;
```



|   | order_date | cumulative_revenue |
|---|------------|--------------------|
| ▶ | 2015-01-01 | 2713.85            |
|   | 2015-01-02 | 5445.75            |
|   | 2015-01-03 | 8108.15            |
|   | 2015-01-04 | 9863.6             |
|   | 2015-01-05 | 11929.55           |
|   | 2015-01-06 | 14358.5            |
|   | 2015-01-07 | 16560.7            |
|   | 2015-01-08 | 19399.05           |
|   | 2015-01-09 | 21526.39999999998  |
|   | 2015-01-10 | 23990.35           |
|   | 2015-01-11 | 25862.64999999998  |
|   | 2015-01-12 | 27781.69999999997  |
|   | 2015-01-13 | 29831.00000000006  |

# TOP 3 MOST ORDERED PIZZA TYPES OF EACH CATEGORY

```
select category, name, revenue from
(select category, name, revenue ,
rank() over(partition by category order by revenue desc) as rn
from
(select pizza_types.category, pizza_types.name ,
sum(orders_details.quantity * pizzas.price) as revenue
from pizza_types
join pizzas on pizzas.pizza_type_id=pizza_types.pizza_type_id
join orders_details on orders_details.pizza_id=pizzas.pizza_id
group by pizza_types.category, pizza_types.name) as a) as b where rn<=3;
```

|   | category | name                         | revenue           |
|---|----------|------------------------------|-------------------|
| ▶ | Chicken  | The Thai Chicken Pizza       | 43434.25          |
|   | Chicken  | The Barbecue Chicken Pizza   | 42768             |
|   | Chicken  | The California Chicken Pizza | 41409.5           |
|   | Classic  | The Classic Deluxe Pizza     | 38180.5           |
|   | Classic  | The Hawaiian Pizza           | 32273.25          |
|   | Classic  | The Pepperoni Pizza          | 30161.75          |
|   | Supreme  | The Spicy Italian Pizza      | 34831.25          |
|   | Supreme  | The Italian Supreme Pizza    | 33476.75          |
|   | Supreme  | The Sicilian Pizza           | 30940.5           |
|   | Veggie   | The Four Cheese Pizza        | 32265.70000000065 |



# THANK YOU!